

# CONTRACT



**WCCB**  
**1 Television Place**  
**Charlotte, NC 28205**  
**(704)372-1800**

And:

**National Media Research Planning**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

Contract / Revision		Alt Order #
131323 /		07880927
<b>Product</b>		
<b>NRCC IE 2012</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
<b>10/12/12 - 10/18/12</b>	<b>2603</b>	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
<b>Political Issue NRSC</b>	<b>09/24/12 / 09/24/12</b>	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
<b>WCCB</b>	Merideth Radow	Washington-Ea
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
9914097	155	426
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
1	WCCB	10/12/12	10/12/12	Anderson	4p-5p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	----F--				2	\$200.00		
E 2	WCCB	10/15/12	10/18/12	Anderson	4p-5p		:30			NM	6
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	22-2---				6	\$200.00		
3	WCCB	10/12/12	10/12/12	Ellen	5p-6p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	----F--				2	\$325.00		
E 4	WCCB	10/15/12	10/18/12	Ellen	5p-6p		:30			NM	6
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	22-2---				6	\$325.00		
5	WCCB	10/12/12	10/12/12	How I Met Your Mother	630p-7p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	----F--				1	\$325.00		
E 6	WCCB	10/15/12	10/18/12	How I Met Your Mother	630p-7p		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	11-1---				3	\$325.00		
7	WCCB	10/12/12	10/12/12	Big Bang Theory 7pm	7p-730p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	----F--				1	\$550.00		
E 8	WCCB	10/15/12	10/18/12	Big Bang Theory 7pm	7p-730p		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	11-1---				3	\$550.00		
9	WCCB	10/12/12	10/12/12	Big Bang Theory 730pm	730p-8p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	----F--				1	\$700.00		
E 10	WCCB	10/15/12	10/18/12	Big Bang Theory 730pm	730p-8p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	1-1---				2	\$700.00		
11	WCCB	10/14/12	10/14/12	League Championship	League Champions		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/08/12	10/14/12	-----S				2	\$1,800.00		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



**WCCB**  
**1 Television Place**  
**Charlotte, NC 28205**  
**(704)372-1800**

Contract / Revision	Alt Order #	
131323 /	07880927	
Contract Dates	Product	Estimate #
10/12/12 - 10/18/12	NRCC IE 2012	2603
Advertiser		Original Date / Revision
Political Issue NRSC		09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		Start Date	End Date	Weekdays					Rate			
12	WCCB	10/15/12	10/15/12	League	League Champions		:30			NM	2	\$3,600.00
		Start Date	End Date	Weekdays					Rate			
		Week: 10/15/12	10/21/12	M-----				2	\$1,800.00			
13	WCCB	10/17/12	10/17/12	League	League Champions		:30			NM	2	\$3,600.00
		Start Date	End Date	Weekdays					Rate			
		Week: 10/15/12	10/21/12	--W---				2	\$1,800.00			
14	WCCB	10/18/12	10/18/12	League	League Champions		:30			NM	2	\$3,600.00
		Start Date	End Date	Weekdays					Rate			
		Week: 10/15/12	10/21/12	---T---				2	\$1,800.00			
15	WCCB	10/12/12	10/12/12	FOX Prime	9p-10p		:30			NM	2	\$2,400.00
		Start Date	End Date	Weekdays					Rate			
		Week: 10/08/12	10/14/12	----F--				2	\$1,200.00			
N 16	WCCB	10/13/12	10/13/12	College FB	Sat Prime		:30			NM	1	\$1,525.00
		Start Date	End Date	Weekdays					Rate			
		Week: 10/08/12	10/14/12	-----S				1	\$1,525.00			
N 17	WCCB	10/14/12	10/14/12	Fox NFL Pregame	NFL Pregame		:30			NM	1	\$1,800.00
		Start Date	End Date	Weekdays					Rate			
		Week: 10/08/12	10/14/12	-----S				1	\$1,800.00			

Totals

39 \$29,925.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/18/12	39	\$29,925.00	\$25,436.25
<b>Totals</b>	<b>39</b>	<b>\$29,925.00</b>	<b>\$25,436.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.